

From the desk of:-

19

L. S. HARROW

To:

14
ppg 2 - Doesn't the fact that
his brand switching is taking
place imply a present difficulty
in the introduction of a new
brand? This works against
the overall recommendation of
Roper on the cover page.

ppg 4 - "This study ... suggest
that uniqueness, differences
and distinctiveness are common
denominators of the successful
brands. — — — Currels
... considered most flavorful
and the strongest cigarette available.
Pall Mall - greater length ..."

P.M. has a higher TPM del than Camel
while Pall Mall (claimed to be unglymb)
has one of the highest deliveries. It is,
of course, possible that TPM is not a measure

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To: of flavor strength, but this is not consistent with all of our experience here.

I think Roper's statement is meaningless.

— I don't see how any of Roper's conclusions are generated from his test results.

Possibly the only conclusion that could be tested in all of this is that Advertising material which offers a cigarette and, at the same time, flatters the non-conformity of the smoker will sell cigarettes. But this takes us back to the old "Snob appeal" themes on a "beatnik" level.

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L. S. HARROW

To:

The brand properties ascribed
to Camel, Winston, Pall Mall,
Kent, Salem, Kool are
not consistent with the known
chemical + physical properties of these
cigarettes, but are consistent with
the advertising claims for them.
The distinct differences could be
of a qualitative nature (types of
flavors, blends, etc) - However we
have only subjective data for
this at present.

For instance - Camel's distinct
peach or apricot peach aroma.

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